

## Tobacco Prevention and Control Advisory Board Meeting

**October 4, 2022, 11:00 a.m. to 12:00 p.m.**

Kinau Hale, Department of Health, 1250 Punchbowl Street, 1<sup>st</sup> Floor Board Room

Members Present: Sharlene Chun-Lum, Dr. Robert Hirokawa, Darrin Sato, Danette Wong -Tomiyasu, Dr. Anthea Wang (Chair)  
 Members Absent: Dr. Sheri Daniels, Dr. Hye-Ryeon Lee; Jennifer Ryan  
 Dept. of Health: Lola Irvin, Heidi Hansen-Smith, Lila Johnson, Anuheha Amian, Jill Tamashiro, Anwar Quadri, Daniel de Gracia; Dennis Kondo  
 Dept. of Attorney General: Blair Goto  
 Guests (Public): Tom Matsuda, HCF; Cynthia Au; Jessica Yamauchi, Peggy Mierzwa

Agenda	Discussion	Decision	Outcome
<b>Call to Order</b>	Meeting was called to order at 11:10 by Chair Wang <ul style="list-style-type: none"> <li>• Guests and Advisory Board members informed that there was not a quorum of members at the start of the meeting.</li> <li>• Advisory Board members may hear presentations but need to withhold discussions and decisions till quorum is met or till a future meeting with quorum.</li> </ul>		Advisory Board members and members of the public asked to refrain from discussions until quorum is achieved.  Presentations can proceed for information sharing but discussions and comments are not permitted.
<b>Update on Health Communications Campaign</b> Presenter: Dennis Kondo	<ul style="list-style-type: none"> <li>• Hawaii Tobacco Quitline                             <ul style="list-style-type: none"> <li>○ Adult Cessation – media campaign shifted in calendar year (CY2022) from Priority Populations to General Populations to meet goals. Used mixture of traditional and other media mix to reach population. Media tracks had a late start in April based on contract renegotiations. Provider Campaign added to increase provider engagement and referrals. e-Referrals to integrate HTQL with provider for bi-directional referral with healthcare system in discussions. HTQL performance issues are being resolved including new HTQL website landing page for users.</li> </ul> </li> <li>• Escape the Vape – Youth Prevention                             <ul style="list-style-type: none"> <li>○ ETV communication channels includes</li> </ul> </li> </ul>		

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	<p>posters for schools, a new feature to build awareness. Late getting into market, started July and finished end of September, and 2<sup>nd</sup> campaign entering market.</p> <ul style="list-style-type: none"> <li>○ Programs successful over 2 years reaching 50% teens, and 90% reached through ETV.</li> <li>● My Life My Quit – Youth Cessation             <ul style="list-style-type: none"> <li>○ Communications channels has smaller budget with social media, and part of the school posters for schools component. Media track starting September.</li> <li>○ 2022 researching what other states doing and building Hawaii partner awareness and linkages</li> <li>○ 2023 recommend separating MLMQ from adult HTQL budget to increase awareness and use for MLMQ</li> <li>○ 2023 recommend maintaining HTQL promotions</li> </ul> </li> </ul>		
<p><b>Review of Proposed 2023 TPCTF Budget</b>          Presenter:          Tom Matsuda</p>	<ul style="list-style-type: none"> <li>● Budget process. HCF Board of Governors meeting is December and presenting to TPCAB prior to BOG</li> <li>● Budget table has columns for comparing CY2022 and proposed CY2023 budgets. Budget structure is based on Centers for Disease Prevention and Control standard for comprehensive state tobacco prevention program.</li> <li>● State and Community Intervention is due to adjustments with grantee costs in 2023. Major change is Health Communications increase in budget proposal from \$1.5 mil to \$2 mil to market the MLMQ cessation</li> </ul>		

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	<p>program to youth.</p> <ul style="list-style-type: none"> <li>• Increase in Cessation Interventions reflects increase in e-referral efforts</li> <li>• Evaluation increased to align with MLMQ cessation promotion</li> <li>• Table of current grants and contracts timeline. Youth ESD grants will be ending, and a new prevention curriculum when completed by Stanford will be basis for new prevention grantee RFP.</li> </ul>		
<b>Request for Public Comment</b>	No public comments received due to lack of quorum of TPCAB members.		
<b>Adjournment</b>	Meeting was adjourned by Chair at 11:45 a.m. when presentations were completed. A quorum of members was not reached.		DOH will request a November meeting date with TPCAB for discussion and decisions on information shared on 10-04-22.

Respectfully submitted,

*Lola Irvin*

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Lola Irvin,  
 Chronic Disease Prevention and Health Promotion Division  
 Department of Health

Approved:

*Anthea Wang*

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Dr. Anthea Wang, Chair

10/04/22 Minutes approved on 11/03/22 by unanimous affirmative vote of the Advisory Board members.